

Beat: Sports

## TRAVEL CHANNEL PARTNERS WITH NFL FILMS ON ORIGINAL SERIES

### Series to Provide Behind Scenes Of NFL

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**USPA NEWS** - Travel Channel has partnered with NFL Films and RIVR Media on a new series that pulls back the curtain on the current 2012 season of the Cleveland Browns in "NFL Road Tested: The Cleveland Browns," premiering on Tuesday, December 4 at 10:00 p.m. ET/PT.

NFL Films will provide unprecedented access to Travel Channel to unveil never-before-seen footage of what it takes to travel an entire professional football team from city to city, game to game, during the regular season. Every road trip requires a massive amount of coordination to haul the 150-person squad 20,000 miles a season. From feeding an entire team, to clothing and housing them, to how a stadium prepares and deals with more than 70,000 rabid fans, Travel Channel's cameras are there to capture this massive undertaking.

In addition, viewers will see how the Cleveland Browns prepare each week through the eyes of the players and team management, including new owner Jimmy Haslam. They can expect to learn more about the history behind deeply-rooted team rivalries and other notable insights not typically covered in game-coverage news. Episodes will focus around the weeks leading up to games played against the New York Giants, Baltimore Ravens, Dallas Cowboys, Oakland Raiders, Denver Broncos and Pittsburgh Steelers. The announcement was jointly made today by Andy Singer, General Manager, Travel Channel, and Howard Katz, Chief Operating Officer, NFL Films.

"This series is a first-of-its-kind program providing an exclusive pass to NFL fans during the season. This is an emotionally-charged world. Now, viewers will get a never-before-seen opportunity to see what it's like for players to live on the road, often away from their families. We'll hear from the players themselves, coaches and scores of support staff in multiple cities," said Singer. "Working with the Emmy award-winning storytellers from NFL Films, "NFL Road Tested: The Cleveland Browns" will take viewers beyond the gridiron and inside the action that happens between games as the storied franchise attempts to return to football greatness."

"We look forward to working with Travel Channel to bring fans a behind-the-scenes look at the logistical preparations leading into each week's game," said Katz.

"We are thrilled to have the opportunity to participate in such an exciting and unique endeavor," said Browns owner Jimmy Haslam. "This show will offer viewers a great perspective of the inner-workings of an NFL team and what it takes to support a team. With Travel Channel working alongside NFL Films and RIVR Media, we expect that this will be first-class production. We are excited about what this will mean to Northeast Ohio, the Browns and our fans."

#### Article online:

<https://www.uspa24.com/bericht-190/travel-channel-partners-with-nfl-films-on-original-series.html>

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